

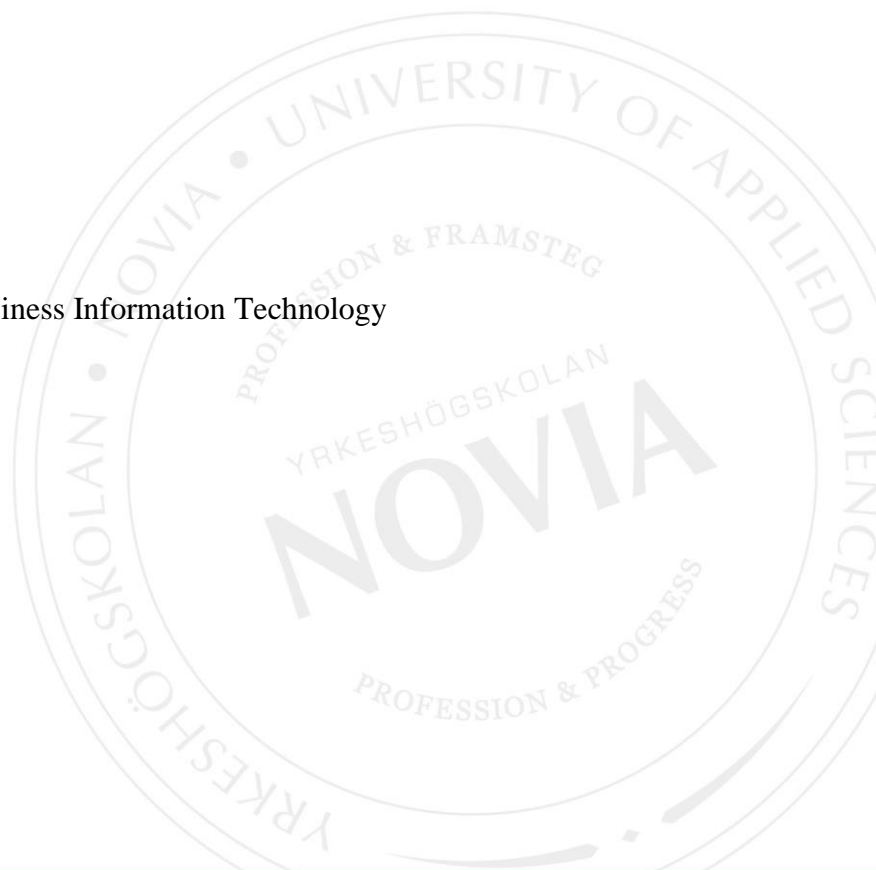
JumpToWork

Tomi Nygren

Bachelor's Thesis

Degree Programme in Business Information Technology

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BACHELOR'S THESIS

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Abstract

This thesis work is about the web portal JumpToWork that was made in cooperation with WorldSome Oy. JumpToWork is a portal for students and jobseekers who want to find new higher educational institutions, universities and jobs. JumpToWork is also a portal for schools and companies who want to reach students and jobseekers around the world. Our goal was to create one place where all this information would be easily available for everyone. The possibilities have always been there, but finding them has not always been easy.

This work is about the creation of the web portal from an idea to the product it is today. I will mainly write about the technical work we have done, but will briefly touch on the marketing side of it, which has an equally big part in making it all successful.

While working on the portal I have been acting as web-/serveradmin and been a part of the design and planning team. The work on the portal started during the summer 2016 and continues while I am writing this thesis work, but is finished enough for the marketing of the product.

Language: English

Key words: CMS, Teamwork, Web portal

EXAMENSARBETE

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Abstrakt

Detta lärdomsprov handlar om webbportalen JumpToWork som gjordes tillsammans med WorldSome Oy.

JumpToWork är en portal för studerande och arbetssökare att hitta nya högskolor, universitet och arbetsplatser, samt för skolor och företag som vill nå studerande och arbetstagare från länder runtom världen.

Målet var att skapa en plats där all denna information är lätt och behändigt tillgänglig. Möjligheterna har alltid funnits, men att hitta dem har inte alltid varit lätt.

I arbetet tar jag upp skapandet av portalen från en idé till den produkt den är idag.

Huvudsakligen handlar arbetet om den tekniska sidan av JumpToWork men jag kommer kort att också ta upp marknadsföringen, som spelar en lika stor roll.

Min praktiska uppgift under den tid jag jobbat med portalen har varit att fungera som web-/serveradmin och som medlem i planeringsteamet. Arbetet med portalen påbörjades under sommaren 2016 och fortsätter ännu under skrivandet av detta examensarbete, men är så långt klar att det är möjligt att marknadsföra produkten.

Språk: Engelska

Nyckelord: CMS, Teamwork, Web portal

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Tiivistelmä

Tämä opinnäytetyö käsittelee JumpToWork sivustoa, jota olen työstänyt WorldSome Oy:n kanssa. JumpToWork on portaali opiskelijoille ja työnhakijoille jotka haluavat löytää uusia korkeakouluja, yliopistoja tai työpaikkoja, sekä kouluille ja yrityksille jotka haluavat tavoittaa opiskelijoita ja työnhakijoita ympäri maailman.

Tavoitteena oli luoda yksi paikka josta kaikki tämä tieto olisi helposti saatavilla.

Mahdollisuudet ovat aina olleet olemassa, mutta niiden löytäminen ei ole aina ollut helppoa.

Työssä käsittelen portaalin luontia ideasta tämänpäiväiseen tuotteeseen.

Pääasiassa työ käsittelee sitä teknistä työtä, jota olemme tehneet mutta tulen pikaisesti myös käsittelemään markkinointipuolta, jolla on yhtä suuri osa onnistumisen kannalta.

Työn aikana olen toiminut sivuston ylläpitäjänä sekä suunnittelutiimin jäsenenä.

Portaalin työstöä aloitettiin kesällä 2016 ja jatkuu vielä tätä oppinnäytetyötä kirjoittaessani, mutta on niin pitkälle valmis, että sitä on mahdollista markkinoida.

Kieli: Englanti

Avainsanat: CMS, Teamwork, Webportal

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1 Introduction

Working on Jumptowork was not something I knew I was going to work with when I applied for the internship at WorldSome Oy. At that time WorldSome was advertising their services for analyzing social medias, like Facebook and Twitter for their customers. This kind of information can be very crucial for a company, especially a startup company, when trying to do marketing on the internet.

Since I have been using the internet all my adult life, it sounded like something I could really help them with. I was also tired of all the mundane tasks you usually got during your internship at the ordinary companies, so the possibility of getting to work with something where you could make an impact seemed nice.

In this work I will write about what we have done, how we did it and what we used and also what the future looks like.

During their (WorldSome Oy) work with the social medias, while having the help of interns and other students, they noticed how challenging it can be to find suitable students to help them, and at the same time how challenging it can be for a lot of students to find an internship. Many schools also require a set number of internships. Because of this they decided to switch the focus to instead build a strong relationship with universities and universities of applied sciences. During the planning they came up with the idea for what would become JumpToWork.com. The work on this began in 2016 with the construction of two web portals that together would serve both job- / intern seeking people, companies and schools with means to reach each other.

Being a student myself the issue of finding a workplace for your internship is something I know all too well, and being able to help others in the same situation is something I wish I could do. The work on Jumptowork continues, but is ready enough to be marketed to schools and students. I really hope it can become a thing that would help people in need, to find something that would help them out.

2 Our purpose

The purpose of this document is to present the development of the portal, Jumptowork, from a functional and technical point of view.

The portal consists of two parts, the schools site and the jobs site. The goal with it is to provide a place for schools, students and companies to come together and find new opportunities. On the schools site schools can create a profile page advertising their services, which students can browse to find interesting schools they otherwise might not have found. The use of the schools site is completely free for both the schools and students.

On the jobs site companies are able to post available job positions. Currently the focus is on providing students opportunities for internships and thesis work but in the near future we want to expand it to provide everybody a place to find a job. The jobs site is free to browse without logging in, but has a fee to post a job listing.

3 Content Management Systems

Content Management Systems, or CMS, are systems built to support its' users with handling of digital content. WCMS, Web Content Management Systems, are systems built for managing websites. For this project we ended up using a WCMS.

Luckily the communities for each of the WCMS's are very active, so finding the tools for our job was never a real issue.

I will go over the systems we ended up trying out and which one we finally chose to use for the final product. There are a lot more of them out there, but we selected the try the 3 'big ones' WordPress, Joomla and Drupal for our project. The main reason for this being that their communities are so much bigger, meaning that we were more likely to find the tools we would need by using one of these.

3.1 WordPress

WordPress is a blog and content management system written in PHP which uses MySQL as database. It is a free to use CMS licensed under GPLv2, and mainly considered the most popular CMS out there supporting over 60 million websites as of 2016. WordPress was released for the first time in 2003, created by Matt Mullenweg and Mike Little. (WordPress – About WordPress 2017)

WordPress can be customized with themes and plugins. Themes allow changes to the appearance and functionality of the website without touching the core code or site content. The themes are designed using PHP, HTML (Hypertext Markup Language and CSS (Cascading Style Sheets)). While WordPress itself is free for everyone, themes can be either free or premium. WordPress comes installed with a set of themes to use for a fresh install.

Beside the themes WordPress uses plugins to extend the features and functionality of the website. Plugins are used to add features such as navigation bars, user profiles and search engine optimization (SEO). The majority of the available plugins for WordPress can be downloaded from WordPress' own website for free, while some are from third parity sites and will often cost you to get the full functionality.

Combining a theme with plugins is the main way of putting together a functioning website or blog with WordPress. The theme and the plugins can often be individually customized to create a more personalized site.

We chose to try WordPress for our portal because of the wide amount of content created for WordPress. Unfortunately, many of the available premium themes and plugins made are made to give an impression of a complete package for people new to WordPress, but are actually very hollow lacking in options to customize and easily break when further customization is done to the site. Because of this it can become very expensive, if you aren't a person who is familiar with coding, to tailor your WordPress installation to a more professional look. Knowing what to avoid is the key. While some are to be avoided, the professionally made themes and plugins will drastically improve your ability to create and will save you a lot of time.

Personally, I appreciate WordPress for its easy to use administration panel and the availability of all the themes and plugins. WordPress is a great choice for anyone who wants to create a smaller website or a blog for personal use.

3.2 Joomla

Joomla is a free and open source WCMS written in PHP and uses MySQL, MS SQL or PostgreSQL as database. Joomla was initially released in 2005 by a development team lead by Andrew Eddie. As of 2016 Joomla has been downloaded over 81 million times. Joomla is generally considered to be the second most popular CMS, after WordPress. (Joomla – About Joomla! 2017)

The functionality of Joomla is built on the use of extensions, which consists of components, modules, plugins, templates, languages, libraries, files and packages. Templates work similarly to the themes in WordPress, changing the look of the website and giving the user options to individually customize with a set of options, which depends on the template and how much the creator has added.

Components are the main functional units of Joomla, acting as ‘applications’ which have both a site part and an administrator part that provides an interface where the user can customize the component.

Plugins provide functions which are associated with trigger events. Extensions use plugins when certain events are triggered, for example when the content creator is opened. Plugins can be compared to tools, which can be used for various things.

Modules are the next common part Joomla users will run into. Modules are an area of content on the website such as banners, footer, login, menu and search. Modules can be assigned to menu items, allowing the user to choose whether or not to show it on the page. The modules are also placeholders for a position in a template, giving the creator of a template control over module positions.

The smaller extensions languages, libraries and files provide support for the functionality of the above mentioned extensions. Languages extensions are for the site language(s), libraries are usually extra php libraries that provide functionality for an extension and files are single files which can for example provide extra template views.

Packages are a combination of extensions put together by a creator that can be installed and uninstalled all at once rather than separately.

Joomla can be viewed as an ‘in-between’, meaning that it isn’t as simple as WordPress and not as difficult as Drupal, for the firsttime user. We chose Joomla because of this. It allows a bit more without being too demanding.

Joomla has been said to be the ‘community’ CMS, being the CMS used for websites made to be used by communities.

3.3 Drupal

Drupal is a free and open source CMS written in PHP licensed under GPLv2. Drupal was initially released in 2000 by Dries Buytaert. Originally Drupal was written as a message board, but has later become a much more advanced system powering everything from personal blogs to corporate, political and government sites. As of January 2017 Drupal is used for more than 1.18 million websites worldwide. Drupal is generally considered as the third most popular CMS, with only WordPress and Joomla being more popular. (Drupal – About Drupal 2017)

The main functionality of Drupal is built around its core, modules and themes. The core is the stock element of Drupal which can be extended by adding modules and themes. Drupal comes packed with core modules and themes, but additional modules and themes can be downloaded for free from the Drupal website.

Drupal is considered to be a more complicated CMS for someone not familiar with it, compared to WordPress or Joomla. An example for this would be that modules generally require other modules to function in Drupal, while the other two generally run modules/plugins/extensions without other ones required. Drupal is also considerably heavier on the server load. Despite this, Drupal is capable of everything of WordPress and Joomla, even offering modules to migrate from WordPress to Drupal.

We chose to use Drupal at first because of the potential it has to become something great, but eventually dropped it because of the team’s overall inexperience with Drupal. The learning curve became too much for the timeframe to complete the project.

3.4 Which one to choose

When it comes down to choosing one of the three, it all boils down to the level of experience and how much time you are willing to put into development. If you are a highly experienced user who wants to get into the many layers of design, then Drupal might be the one for you. Drupal offers the user more power, but also more responsibility.

WordPress, being the biggest CMS on the market, is very accessible. It is the default option

for many major hosts, and is easy to install and setup. WordPress also has a very large community developing plugins, meaning you are likely to find functions for your website readymade.

If there is something you need for your site, someone else has probably made a plugin for it. WordPress is good for building a normal site with a few functions, but when it comes to large and complex sites, choosing another CMS might be the better option. In most of the cases, the time and budget spent on these with WordPress are significantly higher than with for example Drupal.

Finally, we have Joomla, which is in a bit of a strange place between WordPress and Drupal. Joomla offers great support for building online store pages, social networks and other predefined site roles which would take a lot of tweaking to set up with Drupal or WordPress. Joomla is the jack of all trades CMS, meaning that in terms of functionality it can do what the other two can but not always as good.

All three of them are free to use and offer great tools for someone who wants to build a website. Personally, I think Drupal is the one to go with. It comes with powerful tools but requires a lot from the user too. Eventually we chose to continue with Joomla and WordPress, though, because of the time needed to build with Drupal.

4 Project management

Working online has been a totally new experience for me. I never really considered it a viable option to the traditional way of going to an office or other similar workplace, but it definitely can work if executed correctly.

When talking about software development and working online the team work methods that come to mind are the **agile** and **waterfall** model.

Using the **waterfall** model everything is done systematically and in order. The team has structured stages with deliverables in the development process that each has to be completed before moving on to the next one, with no going back once a stage is completed. Finally, everything's falls down, like a waterfall, as the completed product. This method of development requires a lot of documentation, since the development time can be long and once the tasks that were signed to a stage are done you generally do not go back to them.

A generic set of stages in a project using the waterfall model would consist of 1) documents and requirements, 2) design, 3) coding, 4) testing, 5) fixing issues and finally 6) delivering the finished product.

The good thing about this method of working is that the progress is easily measured and the full scope of the work is known in advance. The downsides to this are the amount of documentation that has to be done beforehand, and since the delivered product is based on the documented requirements the customer may not see what will be delivered until it is almost finished. By that time changes can be difficult to implement.

The waterfall model is a good choice when working on something where change is uncommon.

The **agile** method is built around stages just like the waterfall model, but instead of only working with one deliverable at a time there can be multiple deliverables being worked on at simultaneously with an agile method. This can be seen as one big project in the waterfall model versus many small projects in the agile method.

While the waterfall model has one big end goal, the agile method splits the development into phases called sprints. Each sprint has a defined duration with a list of tasks planned at the start of the sprint. Tasks are prioritized by business value determined by the customer.

If all planned work for the sprint cannot be completed, work is reprioritized and the information is used for future sprint planning.

During my time with WorldSome and Jumptowork we never really used a definite method. If anything, it could be seen as a mix of them all, using the most convenient method for the task being worked on.

Generally, we had at least one meeting each week, with more of them during the start and less when the development work was being done. Since the teams consisted of students the members also changed a lot more than what I had hoped for. Having a team with members joining and leaving makes it a lot harder than having a set of people working on the project. Apart from the product owner, the only team member included in the project from start to finish has been myself.

Needless to say, communication is the key in a project that is done over the internet. During the project we used Skype and later Slack as the main communication and document storing method. While Skype has usually been the go to way for staying in touch with others, the later updates has made it more and more fragile. Because of this we moved over to use Discord, which incorporates the functions of both Skype and Slack in one software. Discord has both voice and text channels with file sharing, making it possible to create 'meeting rooms' allowing multiple group meetings to use the same text chat at the same time, without being in the same voice chat. Personally, I find this to be the best solution for communication for a project with two or more groups or teams. The user interface is very easy to navigate and group management is well made.

5 Schools portal

The school portal is the first part of the package. With it we aim to provide schools around the world a place where they can advertise themselves to students, free of charge. This website will work in conjunction with our jobs website to form the main functionality of the jumptowork.com web portal.

Initially the plan was to do all the coding from scratch, but we knew it was not a possibility once we had the timeframe for completing the work. We started out with Drupal as our first CMS which had the best potential for future development to improve the site, but because of the overall lack of knowledge about Drupal in the team we later decided not to use Drupal. After researching the other CMS alternatives we chose WordPress as the CMS for this website, mainly because of the great support for gallery type websites, which we were able to build upon. WordPress also reduced the amount of coding we would have to do, which sped up the work considerably.

5.1 Layout

Something everyone designing websites will run into is the question ‘how should the front page of the site look like?’. The front page (figure 2) should be both easy to navigate, user friendly and have enough information for a person browsing it for the first time, while not overwhelming them.

Starting out we decided on what colors we should work with. While the team working on the project was international, the company behind it was Finnish which lead to us going with blue as the main color. In the early stages of designing we had darker colors like black and dark grey as secondary colors, mainly because of the logo we used at that time (figure 1) had better synergy with darker colors.



Figure 1 First logo

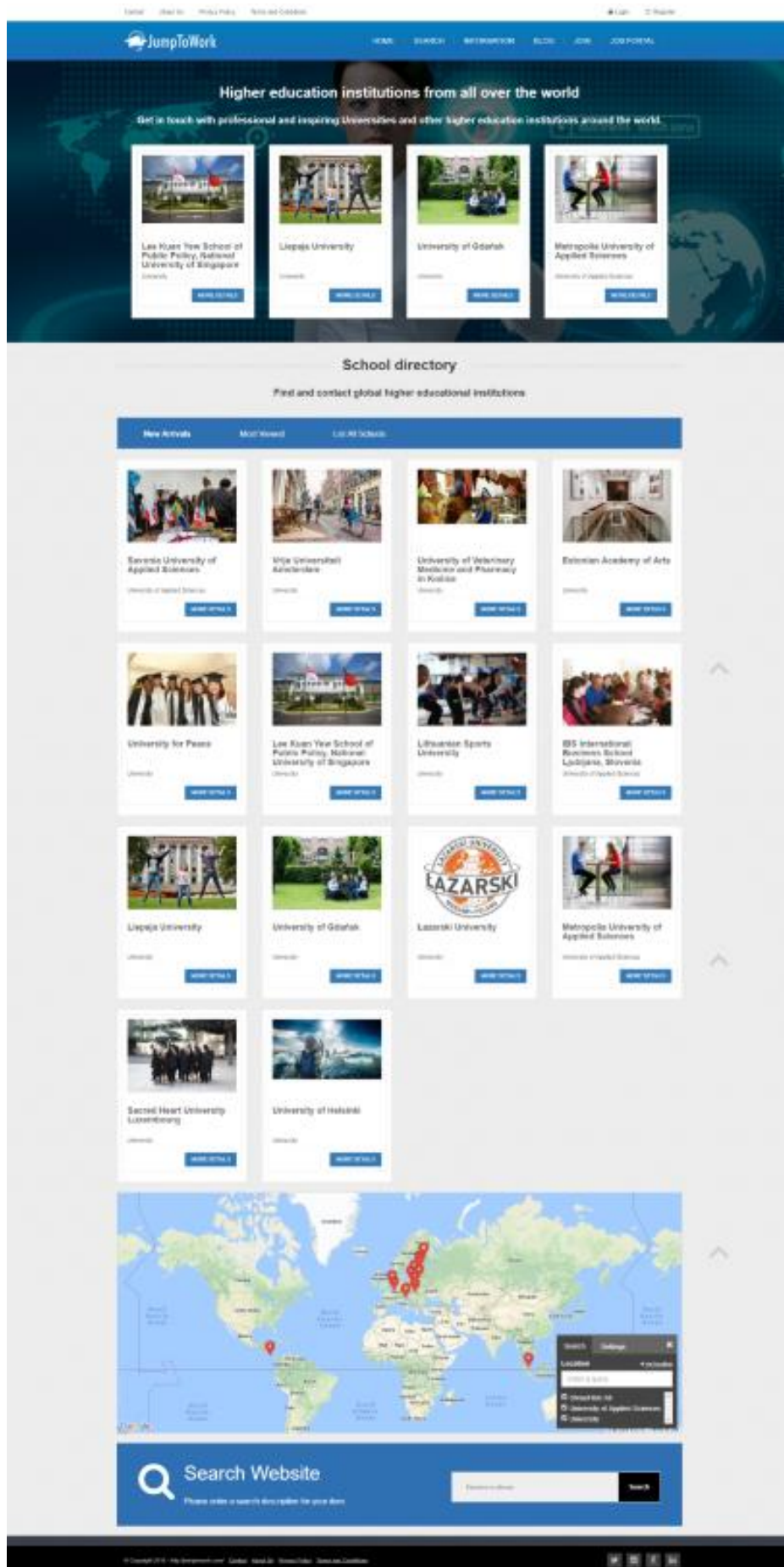


Figure 2 School site front page

Later we worked out a more academic version of the logo (figure 3), which was made in a single color making it easier to adjust it for different colors. As a result of this, we ended up using a much lighter color scheme. Our main colors from here on became blue, teal, white and light grey, with a few select areas in black. Since the backgrounds were mostly light in color we chose black to be the main text color and white for the few darker backgrounds.



Figure 3 Second logo

5.1.1 Front Page

The header (figure 4) is the first thing the visitor sees and the logo is an eyecatcher, making the area close to it great for placing the links to important information. The top of the page is also where we chose to place the login and register links along with the traditional main menu.

With the school site we wanted to also give incentive to the cooperating schools to be more active in working together with us. Instead of the planned intro text that would have been in the header, we chose to display a select number of schools who were more actively working with us, updating their information and advertising our site on their school network.

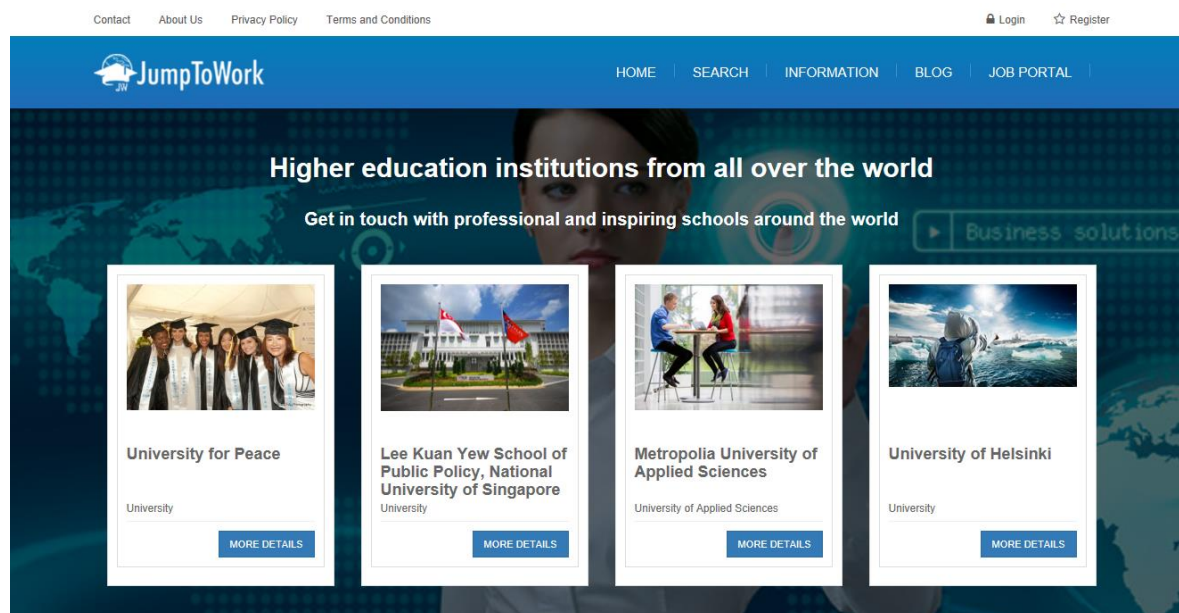


Figure 4 Schools site header

The middle section of the front page (figure 5) displays a set number of schools with options to sort them by the newest additions and the most viewed schools. We did not want to have much text on the front page to allow the published content we display to have the main focus. Displaying a larger number of schools here makes it possible for the browser to find a less known option they might not have found otherwise by using the search.

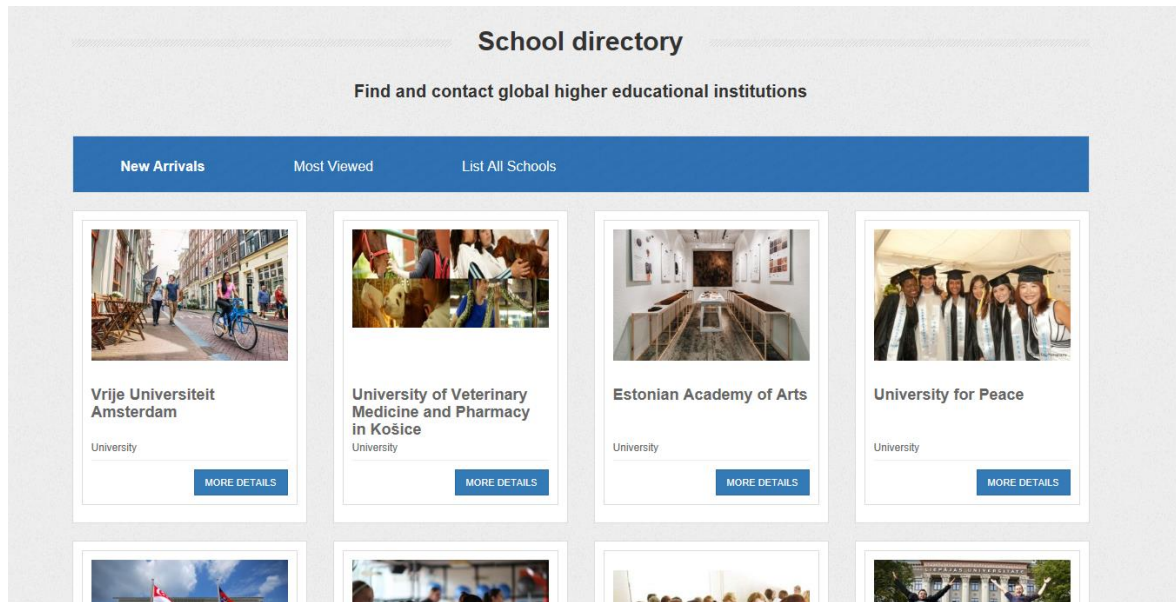


Figure 5 Schools site middle section

Something we also wanted to display on the front page was a map with markers for the locations of all the schools we currently have added on our site. This would give the viewer a nice overview of where in the world they could expect to find something. The map is made with JavaScript using the Google maps API. (Google Developers 2017) The position for the map is something that could be argued about but we did not want it to take priority over displaying the schools themselves, which is why it ended up as a part of the bottom of the page in the footer. The map has options to hide or show schools of a select type. The user can choose to for example show only universities on the map. Clicking on the markers on the map opens up a small window displaying the first picture, the name and the first few lines of the content for the selected school. Further clicking on the name of the school in the popup opens up the listing page about the school with more information. Below the map is a simple search option to search the site for content while looking at the map.

The bottom most part of the footer (figure 6) has the same links shown at the top along with links to our social media pages. We chose to not have the top scroll down with the browser to make it possible to display a larger part of the page at the same time.

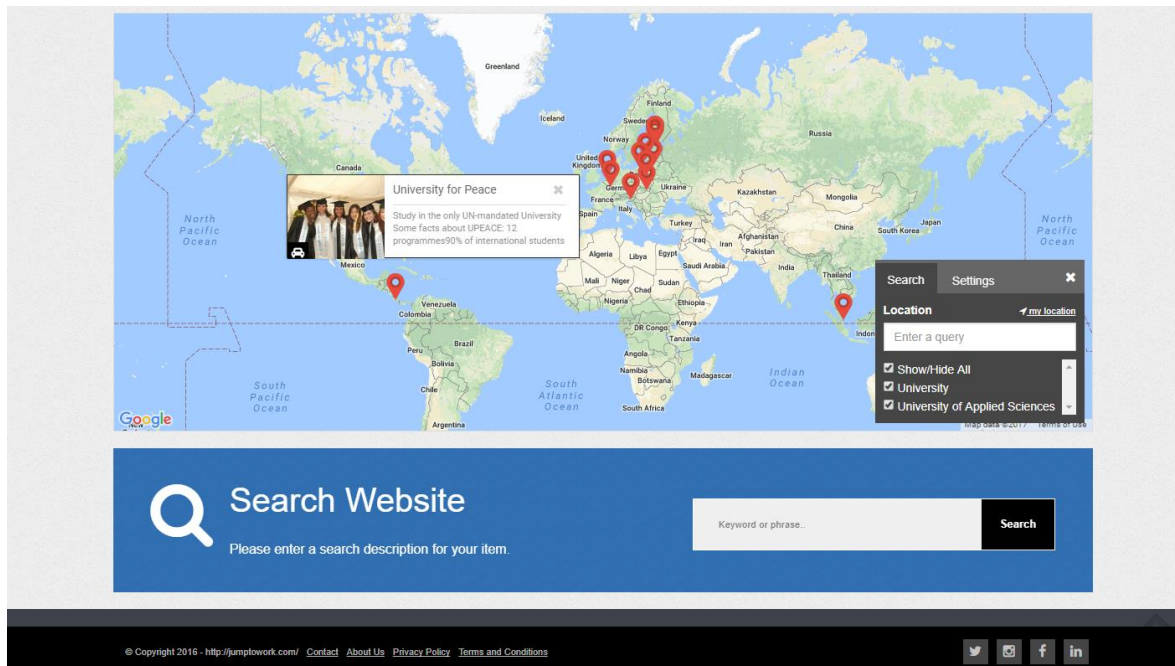


Figure 6 Schools site footer

5.1.2 Profile Page

The other important part of the site is the school profile page / listing (figure 7). The theme for WordPress would display the images and the text, which is good but not really that appealing when viewing. The images are an important part of the page since you can portray things with images that you otherwise would not be able to do with only text. We wanted the images to play a big part when viewing the schools' page. Even though an image is a quick way to show information, text is also needed to complement it as a whole. We added a section above the images which would display a short description about the school along with contact information and address. This allows the viewer to quickly get a picture of the school without having to scroll down or read through long texts.

The page also has quick links to share the content on the social media through addthis.com and a button to contact the school through our site in the case where other ways of contacting isn't possible. The messages sent through this function can be read from the user dashboard.

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- M.S. in International Food Spirituality
- M.S. in International Food Mysticism
- M.S. in International Food Magic
- M.S. in International Food Witchcraft
- M.S. in International Food Sorcery
- M.S. in International Food Wizardry
- M.S. in International Food Alchemy
- M.S. in International Food Necromancy
- M.S. in International Food Divination
- M.S. in International Food Astrology
- M.S. in International Food Palmistry
- M.S. in International Food Numerology
- M.S. in International Food Tarot
- M.S. in International Food Ouija
- M.S. in International Food Crystal Ball
- M.S. in International Food Fortune Telling
- M.S. in International Food Horoscope
- M.S. in International Food Zodiac
- M.S. in International Food Constellation
- M.S. in International Food Galaxy
- M.S. in International Food Universe
- M.S. in International Food Cosmos
- M.S. in International Food Multiverse
- M.S. in International Food Parallel Universe
- M.S. in International Food Alternate Reality
- M.S. in International Food Virtual World
- M.S. in International Food Digital Space
- M.S. in International Food Cyberworld
- M.S. in International Food Metaverse
- M.S. in International Food Virtual Reality
- M.S. in International Food Augmented Reality
- M.S. in International Food Mixed Reality
- M.S. in International Food Extended Reality
- M.S. in International Food Immersive Reality
- M.S. in International Food Hologram
- M.S. in International Food Projection
- M.S. in International Food Simulation
- M.S. in International Food Emulation
- M.S. in International Food Mimicry
- M.S. in International Food Imitation
- M.S. in International Food Replication
- M.S. in International Food Duplication
- M.S. in International Food Multiplication
- M.S. in International Food Amplification
- M.S. in International Food Enhancement
- M.S. in International Food Improvement
- M.S. in International Food Advancement
- M.S. in International Food Progression
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- M.S. in International Food Transformation
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- M.S. in International Food Change
- M.S. in International Food Alteration
- M.S. in International Food Modification
- M.S. in International Food Adjustment
- M.S. in International Food Adaptation
- M.S. in International Food Accommodation
- M.S. in International Food Concession
- M.S. in International Food Yielding
- M.S. in International Food Surrender
- M.S. in International Food Submission
- M.S. in International Food Compliance
- M.S. in International Food Conformity
- M.S. in International Food Correspondence
- M.S. in International Food Consistency
- M.S. in International Food Coherence
- M.S. in International Food Cohesion
- M.S. in International Food Unity
- M.S. in International Food Oneness
- M.S. in International Food Wholeness
- M.S. in International Food Completeness
- M.S. in International Food Soundness
- M.S. in International Food Soundly
- M.S. in International Food Solidity
- M.S. in International Food Firmness
- M.S. in International Food Sturdiness
- M.S. in International Food Toughness
- M.S. in International Food Hardiness
- M.S. in International Food Resilience
- M.S. in International Food Robustness
- M.S. in International Food Vigor
- M.S. in International Food Energy
- M.S. in International Food Power
- M.S. in International Food Force
- M.S. in International Food Strength
- M.S. in International Food Might
- M.S. in International Food Potency
- M.S. in International Food Efficacy
- M.S. in International Food Effectiveness
- M.S. in International Food Productiveness
- M.S. in International Food Fruitfulness
- M.S. in International Food Fertility
- M.S. in International Food Proliferation
- M.S. in International Food Growth
- M.S. in International Food Expansion
- M.S. in International Food Extension
- M.S. in International Food Increase
- M.S. in International Food Amplification
- M.S. in International Food Magnification
- M.S. in International Food Enlargement
- M.S. in International Food Widening
- M.S. in International Food Broadening
- M.S. in International Food Deepening
- M.S. in International Food Lengthening
- M.S. in International Food Heightening
- M.S. in International Food Thickening
- M.S. in International Food Strengthening
- M.S. in International Food Reinforcing
- M.S. in International Food Consolidating
- M.S. in International Food Solidifying
- M.S. in International Food Firming
- M.S. in International Food Stiffening
- M.S. in International Food Hardening
- M.S. in International Food Toughening
- M.S. in International Food Resilienting
- M.S. in International Food Robusting
- M.S. in International Food Energizing
- M.S. in International Food Powering
- M.S. in International Food Forcing
- M.S. in International Food Strengthening
- M.S. in International Food Mighting
- M.S. in International Food Potentizing
- M.S. in International Food Efficacying
- M.S. in International Food Effectivenessing
- M.S. in International Food Productivenessing
- M.S. in International Food Fruitfulnessing
- M.S. in International Food Fertilitying
- M.S. in International Food Proliferating
- M.S. in International Food Growing
- M.S. in International Food Expanding
- M.S. in International Food Extending
- M.S. in International Food Increasing
- M.S. in International Food Amplifying
- M.S. in International Food Magnifying
- M.S. in International Food Enlarging
- M.S. in International Food Widening
- M.S. in International Food Broadening
- M.S. in International Food Deepening
- M.S. in International Food Lengthening
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- M.S. in International Food Effectivenessing
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- M.S. in International Food Proliferating
- M.S. in International Food Growing
- M.S. in International Food Expanding
- M.S. in International Food Extending
- M.S. in International Food Increasing
- M.S. in International Food Ampl

Figure 7 Schools site listing page

Providing information is arguably the most important part of a site like this. Below the images is the area for the main text. The textbox allows basic styling with images and text styling using the built-in editor of WordPress. The box does not have a limit on how many letters can be used, which allows the creation of very unique pages.

Being able to style to your liking is great, but we wanted to create a place where all the important links could be found, regardless of the poster. The important links and other important information can be found by selecting the ‘Details’ tab (figure 8) above the description textbox. The information found here is entered separately when creating the page which ensures that every school page has at least most of the needed information.

Description	Details	Toolbox
Website Link	Visit Link Here	
Phone Number	+65 6516 8004	
Contact Email	lkypostgrad@nus.edu.sg	
Facebook Link	Visit Link Here	
Twitter Link	Visit Link Here	
Linkedin Link	Visit Link Here	
Country	Singapore	
Distance	10,168 Kilometers 📍	
Address	469C Bukit Timah Road, Singapore 259772, LKY School of Public Policy Admissions Unit	
Category	University	
Keywords	higher education public policy Singapore university	

Figure 8 Schools details tab

The toolbox to the right is currently something that is being worked on, but shows the numbers of pageviews, comments and allows the user to add the page to favorites and to leave feedback to the page creator, the school. What exactly should be here isn’t decided.

At the bottom of the page we have the map showing the location of the school (figure 9), allowing a more visual representation of where the school is located. This map is also made using the Google maps API.

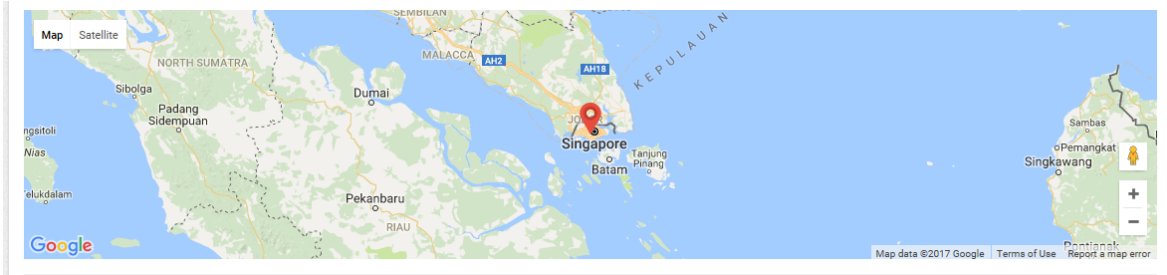


Figure 9 Schools page map

As a whole, the school profile page aims to provide both a quick info with the section above the images, for someone who is looking for something specific while quickly browsing alternatives, and a more in-depth option with a detailed information section where the school can provide additional info, links and files to students who are looking for more.

5.2 Usage and how the site works

The main use for the schools site is for schools to advertise themselves to viewers. Creating an account is currently locked and an account is only given to schools who contact us via email, which is shown on the register page. We considered having user registration for everyone in the earlier stages of the development, but discarded it due to lack of real reasons to have an account. Not needing an account to use the site also makes it a lot easier for the student who is only interested in the schools.

Because of this, the site is simple to use while still providing all the information needed. The main features are built around the directory extension by PremiumPress. (WordPress Business Themes 2017) The extension added better multiuser support and payment processing, along with the ability to conveniently build and customize the pages using short codes and html, using the WordPress short code API (figure 10). (Short code API 2017)

```
<h1>[TITLE]</h1>

<div class="mainlocation" style="padding-right:0px">[short_description]<hr />
[LOCATION] <br /> [phone] <br /> [contact_email]</div>
```

Figure 10 Example of code using short code and html

The short codes pull information from the database (figure 11), from a table with a column value which is the the same as the short code, for example contact_email in the database which has the short code [contact_email].

meta_id	post_id	meta_key	meta_value
1554	246	contact_email	admissions@metropolia.fi
1667	285	contact_email	recruitment@lazarski.edu.pl
1933	379	contact_email	acentrs@liepu.lv

Figure 11 Example of short codes in the database

Adding a school page

The user can add their page from the user dashboard (figure 12). Initially we were planning to have a payment tied to this feature, but as of now it is still something we have to reconsider. Having payments became a bigger issue than we expected for the schools we contacted. Currently the pricing is set to 0 or 'Free' to ensure the posting schools that there are no costs involved. The post will last for a year to encourage the schools to keep the information at least relatively up to date. The system will notify the user when the post is about to expire and advise them to review it.

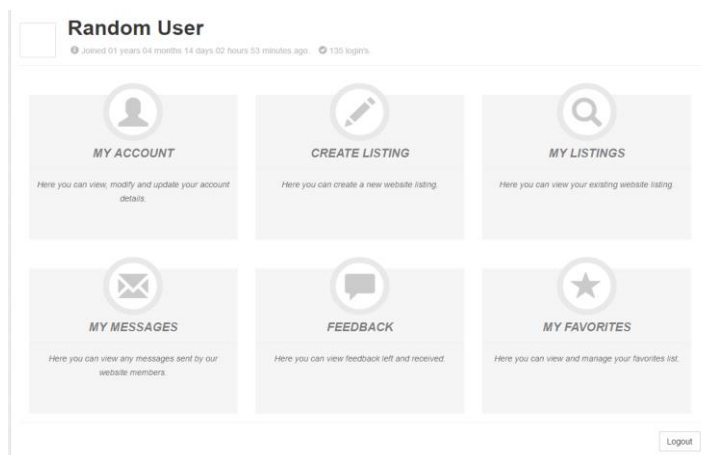


Figure 12 User dashboard

Adding the page is made as simple as possible. The creation page has five 'sections' of information that either has to be filled, in which case they are marked with a red asterisk, or optional information which can be filled if needed. The first section (figure 13) has the basic information along with the title, keywords for the search and the main description for the page, which can be styled with to create a more unique look.

FREE Free School Listing

Free School Listing

Total Payment:

€0 for a 365 day listing.

1 Listing Description

Free School Listing

Add Listing

Listing details

Title *

Description *

Keywords

Keywords, Keywords

Separate each keyword with a comma.

Figure 13 Adding a listing, main information

The second section (figure 14) contains some required fields with for the basic contact info along with the short description which is used at the top of the page to provide a shorter bit about the post.

2 Listing Details

Website Link *

Website url

Phone Number *

Contact phone number

Short Description *

Short text about the school

Contact Email *

Primary contact email address

Facebook Link

Url to facebook page

Twitter Link

Url to twitter page

Figure 14 Adding more details

The last sections are for selecting the type of school, for example university, academy or college, attachment files and selecting the location (figure 15) on the map.

Finally, the user has to agree to the terms and conditions, which can be viewed by clicking on the link, to save and publish.

3 Listing Category

4 Listing Attachments

5 Listing Location

Map Satellite Enter your physical location here.

United Kingdom
Isle of Man
Dublin
Ireland
Manchester
Liverpool
London
Amsterdam
Netherlands
Brussels
Belgium
Paris

Google Map data ©2017 GeoBasis-DE/BKG (©2009), Google, Inst. Geogr. Nacional, Mapa GISrael 200 km Terms of Use

You current map location is; Country: State/Province: City:

☐ I agree to the website [terms and conditions](#)

Save listing Cancel

Figure 15 Creating a school listing

Once it's saved and published it can be edited or deleted by the creator by opening up the listing page and selecting to either edit or delete (figure 16). The page will also display how long until the post expires. Everything created by the user can be found by opening up 'My Listings' from the user dashboard.

This listing expires in 11 months 29 days 23 hours 59 minutes

Delete Edit This Listing x

Figure 16 Information about the listing

Opening up the editor allows the user to also renew the post (figure 17). The package information seen on this page is a part of the payment system included with the extension.

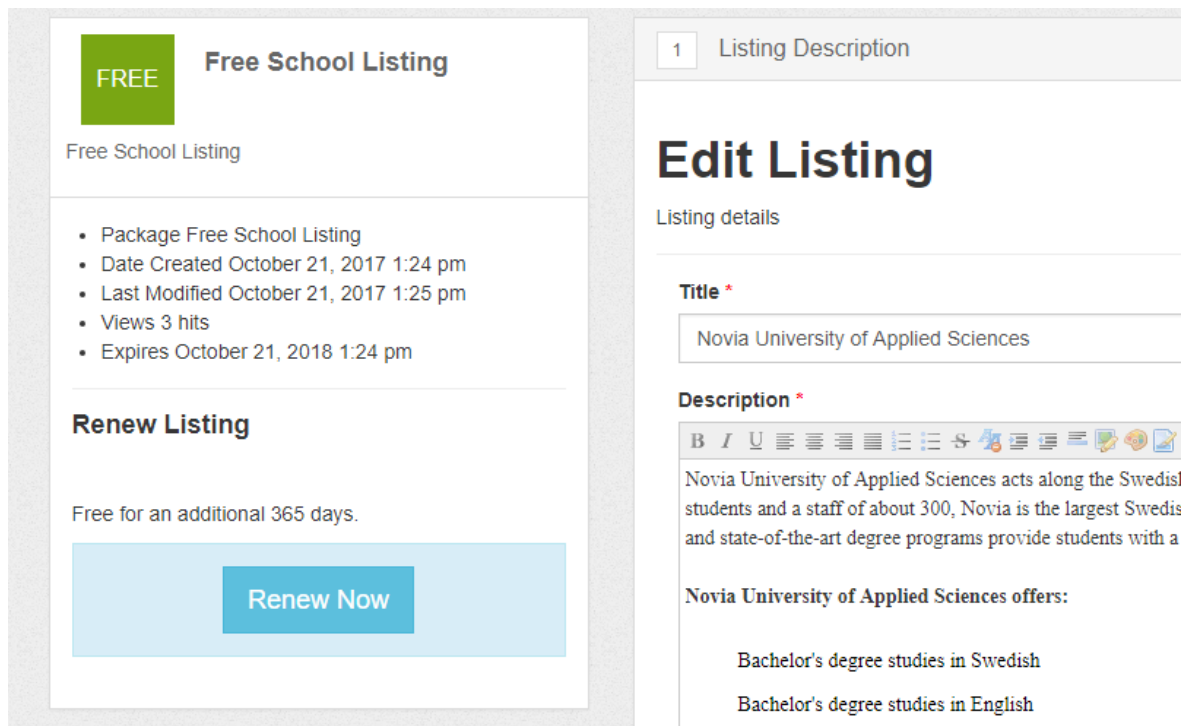


Figure 17 Editing the listing

However, if we were to use paid packages the option to select one would be shown here as well (figure 18).

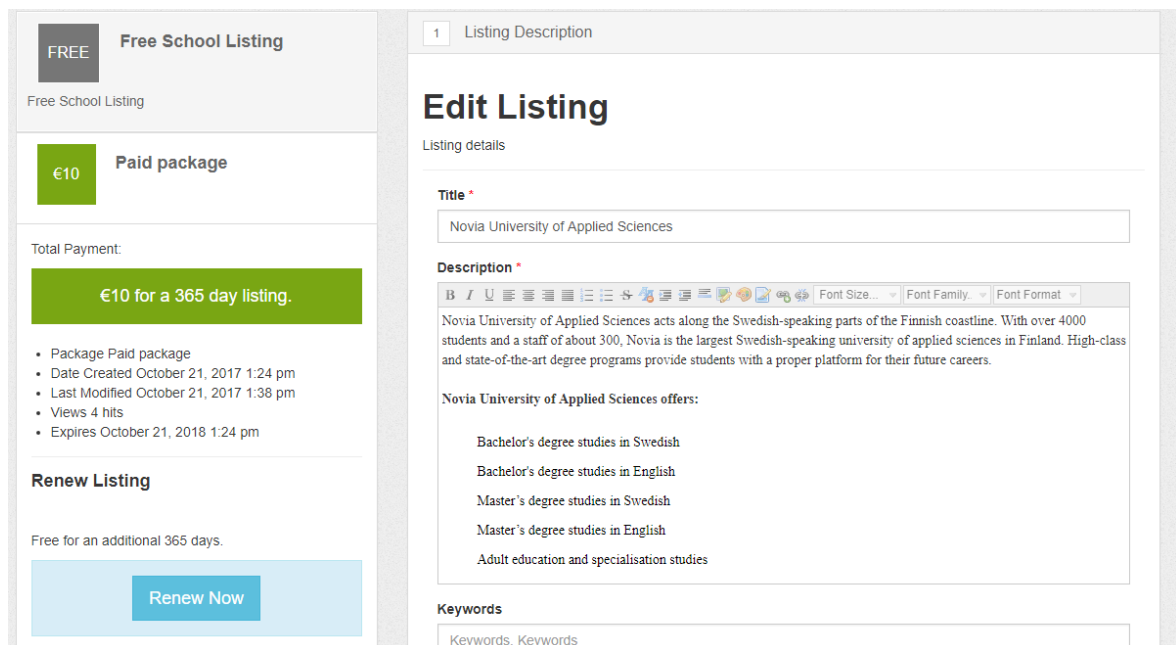


Figure 18 More options in the editor

Saving it with these options would show a message that the post is not yet live until the payment is made (figure 19). Currently we use only PayPal for payments, but we are

working to make other payment options available. (Send Money, Pay Online or Set Up a Merchant Account – PayPal 2017)

Once the payment is completed the post will be live with the duration set in the selected package.

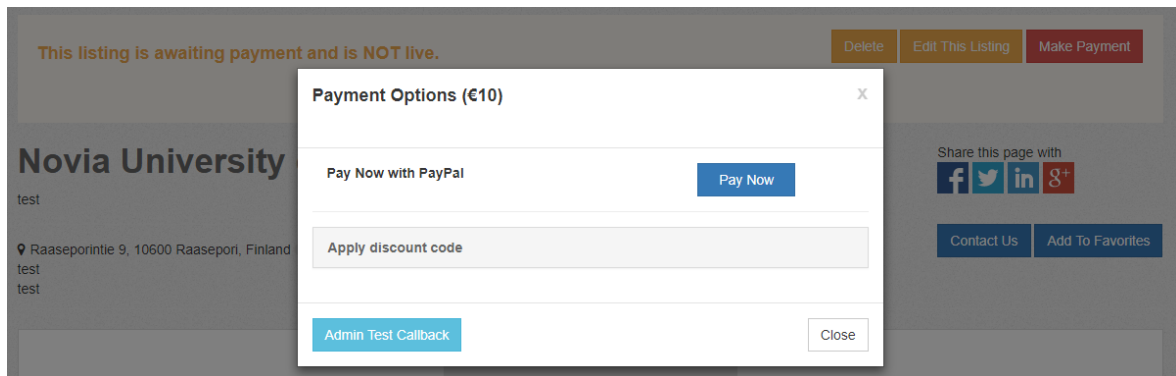


Figure 19 Paid listings

6 Jobs portal

The jobs site is the second part of the Jumptowork.com portal. The focus with the jobs site is to connect companies with, in this stage, students who are looking for internships, seasonal work and thesis work.


Since this was the later designed part of the portal, we knew that coding from scratch was not an option anymore. The possible features for a site like this were also many more compared to a site where the goal is to have users post a static post with little interaction. Starting off we compared the three CMS's WordPress, Joomla and Drupal, to get an idea which we could find the needed plugins/extensions and support for to build this site. Again, Drupal showed a lot of potential, but we faced the same issue with the lack of overall knowledge in the team with Drupal. However, we did do some testing on the side with a couple of solutions we found, but in the end the amount of extra work we would have to do with those, compared to what we in the end found for Joomla and WordPress, was too much to justify going with Drupal.

After plenty of failed attempts with both WordPress and Joomla we finally found a component, JS Jobs, for Joomla which took care of all the backend work while providing fields for frontend customization using the DJ-Classfields extension. (DJ-Classfields 2017) After all the failed attempts there was not a lot of time left to finish the site, so every bit of help was needed. With these tools we were able to finish with something that could work together with the schools site to provide the portal for end users.

6.1 Layout and main functions

The look of the jobs site (figure 20) differs slightly from the schools site, mainly because it uses Joomla instead of WordPress. Even though the sites have different functions and goals, we kept them similar in colors. This should make it easy to recognize them as parts of the same company.

For the colors we went with the same hues as with the schools site, keeping the blue colors along with white and black. For the backgrounds we used stock photos bought from stockphotosecrets.com.



[Forgot your username?](#)
[Forgot your password?](#)
☐ Remember Me


[HOME](#)
[EMPLOYER](#)
[INFORMATION](#)
[ABOUT US](#)
[CONTACT US](#)
[SCHOOL PORTAL](#)

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[Price](#)
[Added](#)
[Expiration](#)
[Displayed](#)
[Distance](#)




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11-01-2018 14:55:00

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11-01-2018 14:38:00

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[ADD A JOB OFFER](#)

[SIGN UP](#)

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



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[TERMS AND CONDITIONS](#)
[REGISTER STATEMENT](#)
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WorldSome Oy

Figure 20 Jobs site front page

The background image in the header (figure 21) has a dark opaque overlay making it less bright and attention grabbing, to keep the main focus on what we want to bring to the users.

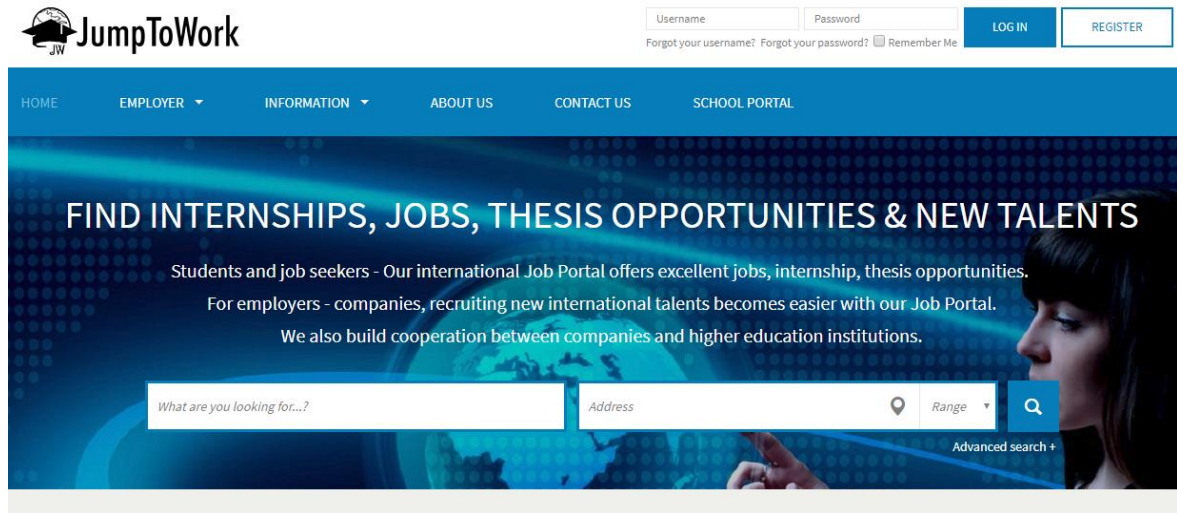


Figure 21 Jobs site front page header

We wanted the site to be as easy to use as possible, and we wanted the core features to be accessible from the second you open the site. To facilitate this we decided to move the search function to the front page. This allows the user to quickly find what they are looking for without having to eventually search for the search function itself.

With the basic search function the user can use words to search, which gives found results while typing below the textbox, and also enter an address to search for jobs near them. The address option also has a range selection allowing searches in various ranges, currently from 5 km up to 10 000 km. Next to the textboxes is an option for an advanced search (figure 22). This opens up a box below the textboxes and gives the user options to select country, category, employment type, salary range and also how recently the post should have been added.

Figure 22 Jobs site front page search

The body of the site (figure 23) displays a select number of job posts which can be sorted with a few criteria, including popularity, date added and location. The posts seen here may also have a different look depending on selections made by the author when they were submitting the job post. More about those in "6.2 Usage and how it works".

The posts seen here display the title of the post along with the job category, the country and period of time the job post is valid and also the number of views the post has received.

Moving the cursor on the title opens up a small JavaScript textbox displaying a short text about the job post with the contact information, allowing some quick browsing without opening the page itself.

Figure 23 Jobs site body area

The area with the buttons next to this is still not set in stone, but has currently some quick links to add a post and to create an account. Creating a post requires an account, and will open up the login page if opened up without being logged in. Other than those two, there are a few placeholder boxes for areas where it is possible to possibly place other content. Currently these are options to search job posts by category or the region they are in.

The row above the footer (figure 24) shows our latest blog posts along with items created with the DJ-Mediatools component. The component allows the creation of ‘albums’ which can be displayed as slideshows. (Joomla Gallery Extension 2017)

For the footer we chose the most important links to our privacy policy, terms and conditions, register statement and the frequently asked questions page.

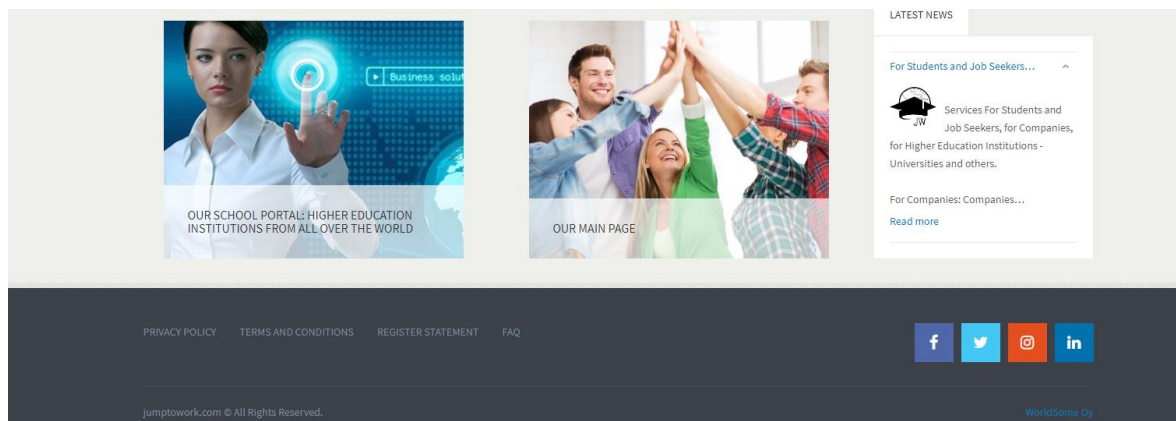


Figure 24 The bottom of the jobs site

The job post page

The layout on the job post page consists of 7 areas (or boxes) of content, seen in figure 25 below. The top area (area 1) displays the contact information and the location, along with a button to apply to the job or report the post to us in case it violates the rules. After many discussions we decided not to require login to apply to a job, since all it really did was make the process longer without really doing anything else. The button to apply opens up an expanded section (figure 26) below the button with boxes to fill in, your name, email, the message you want to send, an option to attach a file (CV or other file with comparable information) and a recaptcha box to restrict spam messages as much as possible.

[REPORT ABUSE](#)

Facebook Comments plug-in

RESET

Figure 25 The job post page

APPLY NOW ! REPORT ABUSE

YOUR NAME

YOUR EMAIL

MESSAGE

ATTACHMENT (2MB - DOC,PDF)
 No file chosen

KING 1020

SEND

Figure 26 Applying to a job

Area 2 displays the main description for the job post, which allows limited html styling to allow the users to make it a more individual piece of information. The next areas show more specific additional information, job requirements, employment type and the salary range (area 3), making it easy for the jobseeker to find the same kind of information at the same spot in every job post. Next to this text area (area 4) is the google map showing the job location with an option to use your location and give drive directions to get to the job location. Alternatively, it's possible to enter an address and view directions from there.

At the bottom are areas to show an optional YouTube video (area 5), a comments section (area 6) which is powered by Facebook Connect and job post details (area 7) like view count and when the post expires. The extension that handles the comments has an admin function built in which allows us to admin the comments using our Facebook account. Posting comments here requires the user to be logged in to their Facebook account to prevent spam messages as much as possible. This feature is being tested and if it proves to be abused too much we most likely will not continue to use it.

6.2 Creating a job post

After logging in the user can create job posts. To access this page the user can click the ‘Post Advert’ link in the header, where the login button was, or the button in the body.

The site will ask for a recaptcha verification the first time entering this page, after logging in.

At first it will ask for some basic information like the title, category and location. Some options become available after filling in the initial fields. After selecting the category for the job post options for additional information, job requirements, employment type and salary range will open up. Not having everything show up at once is good has both its advantages and disadvantages. The main advantage being that it won’t overwhelm the first-time user with a lot of text at once, while it might cause someone, at first glance, to think some of the options are missing. Being friendlier to the first-time user was, however, more important to us in this case. The location on the map (figure 27) option will select the address from the address text field, or the user can alternatively use the ‘use my location’ button to use their location provided by the browser.

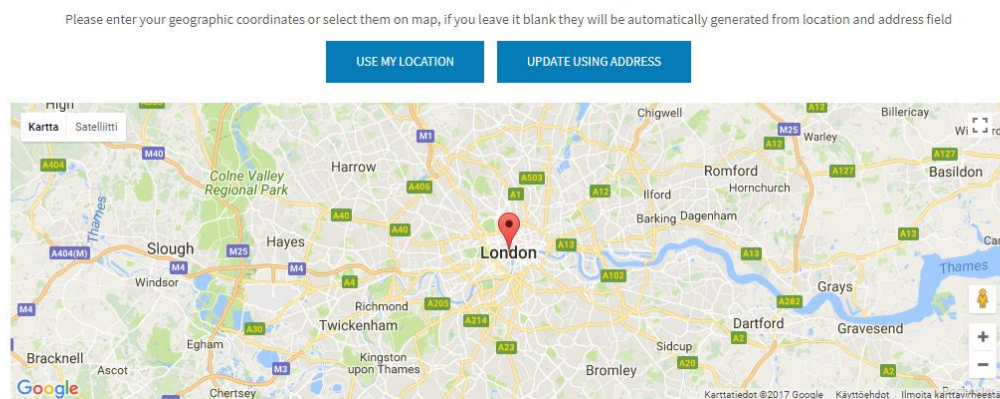


Figure 27 Creating jobs post map location

Then we have the intro description and the main description. The intro description is limited to 80 characters to not flood the page with too much text. This is the text the viewer will also see when hovering the cursor over a job post displayed on the front page.

The main description does not have a limit of characters at the moment, and can be styled with some basic html styling. The tags that can be used are div, p, span, strong, i, b, em, ul, li, ol and br. Pressing the ‘Source code’ button in the toolbar will allow the user to use html code in the description.

The option to add a video to the post is optional, but can be the most powerful part of the post, if used correctly. To add a video the user has to enter a link to either a YouTube or a Vimeo video. The video will be played on the page, but is hosted on YouTube or Vimeo which means that it's up to the author to make sure the video can be displayed.

Once all the needed information for the post is filled in the user is asked to select the wanted duration for the job post. Currently we offer 7, 14, 21 and 30 days for 9.90€, 17.90€, 25.90€ and 33.90€ respectively. We have not yet made a final decision about it, but renewing a post before it expires is meant to have a lowered price compared to the initial price when creating the post. All prices posted on the site include the 24% state tax required by the law. (Arvonlisäverolaki 1993)

Before being able to submit the post, the user has to agree to our terms and conditions, which can be read by either clicking on the link next to the checkbox on this page, or by navigating to the bottom of the page or the 'Information' dropdown menu in the header.

Below this are two optional choices for including image files to the post. The images are limited to 1 MB each, and the maximum number of images in one post is five. At the moment we do not charge anything extra for using this feature when submitting a post.

Finally, we wanted to be able to provide something extra for users who want to have their post a bit more visible. These are optional paid promotions and are not necessary to create a successful job post. The choices made here impact on how the post is seen on the front page and in the search results. The user is able to make their post appear as the first result, with bold text, with a border or with a blue background to make them more visible. The most impactful one of these, making it appear first in the results, is also the most expensive one with currently a 10€ price tag. The background color, the border and the bold text doesn't affect the display order which is why they also have a lower price tag with 6€ for the background and 4€ for the remaining two. All of these promotions are for 7 days only, to make it less of a requirement to for example choose the promotion to appear first.

Before submitting the post and proceeding to the payment, the user has the option to cancel the post or to preview it. Our only payment option currently on this site is PayPal. We are still looking for solutions to provide other options, but until now PayPal has been the most cooperative payment option available.

After the payment is completed the user will return to our site and the post will be published.

7 Future plans

Thinking about Jumptowork as a whole, we still have the work cut out for us. Creating the two sites for job seeking and the schools was the first part. Apart from these we have planned for a platform for companies to get in contact with schools for cooperation opportunities, for example to provide the students experience in the line of work and at the same time help the company. Not only does this interest the already cooperating companies and schools, but it's also in our interest to make this service as appealing as possible, because it might attract parties that would otherwise not be interested in our other services, but through this might decide to take part in them.

Currently the marketing team is working to get in touch with schools, to get our schools site populated and get visibility through the school's internal networks. Once this is accomplished we have something to offer the initial companies to invest in Jumptowork. Making the road takes time and effort, but once it's done it will be easier to traverse the same path, attracting more companies by having an already established userbase.

This is still in the design phase but one possible solution we were thinking of was to create it with a forum layout, which would make it simple to navigate and easy to administrate, even with a large number of users and text.

Another idea that has been tossed around is a potential platform for our users to sell products. I know that most of the larger companies that have products to sell already have their own stores, and would lose more if they were to sell through us instead, but it could be a good starting point for smaller companies or startup companies that are interested in adding some product selling to their business. These types of companies are the ones who would be the most interested in our site as a whole and are far greater in number than the larger companies.

About what we have already, the jobs and schools site. The solutions for them are not perfect, and eventually we will have up replace them, ideally with completely self-made site code. The overall look and feel of them is something I'm pleased with, but maintaining them requires more work currently in the sense that all the updates provided has to be checked to make sure they don't break our site or change the layout. Reading someone else's code is a lot more demanding than working with your own.

Generally, I think the sites we have now turned out to be quite good, considering what we had to work with and I hope we will be able to build on what we have and create something better.

8 Final words

Writing about this as my thesis was never something I had planned. It was all a set of events that made it possible. I started working on the site in 2016 as an internship required by the school, and expected it to be over by the end of the set time. Everything didn't go according to the plan, though, and because it didn't take too much of my time I decided to stay and help them with the site. By the time I started to think about potential thesis works I had done enough of the total work on the site that I started to consider it as my thesis work

Naturally working on building the site has had its good and bad moments. I want to touch on some of them, while trying not to be too critical.

When I first accepted to work with WorldSome I did not know that my team would consist of only students. My expectations were that I would have been one of the few interns working with a team of people who already had a plan of what to do. It quickly became evident that building a web portal with features such as multiple users, memberships and payments was something that we would never be able to do within a reasonable timeframe. At first all of this did not sound that great, because I had the mentality that you were supposed to be the guy who does all the mundane work that the hired people does not want to do.

I have to mention that this all was before I decided to do the thesis work with WorldSome. This was at the time when I was searching for a place to do my last internship, before any plans for a thesis work. Now, after being with them for over a year the only complaint I have is that we never had a wide range of people to work with, but perhaps it is a good thing for later since you are constantly learning new things to do what someone else would have done instead of you. The progress is slower and the results are not always as great, though.

If there was something I wish would have been different it is the communication. Keeping in touch only via the internet, using Skype or any other communication software, is a viable method but it requires a lot more self-control since the way of communicating with others

isn't as natural as it would be if you would be next to them in person. Using this method you have to set rules of regular times when communication is done, and keep doing it as long as long as there's people working together. Breaking out of this routine will cause assumptions to form and the quality of the work will start to suffer, and eventually lead to people giving up. This is something that unfortunately was starting to happen by the end of the project, and is the thing I would have not wanted to happen. Touching on this, we always had two teams, one working on the technical things like the websites and one other team working with the communication with clients and marketing. These two teams had a decent way of cooperation at the start, but slowly began to drift apart. By the end it has felt like we've been doing two different things, while we should be cooperating and work together to accomplish a common goal. We have yet not found a solution for this, unfortunately, since people have their own way of thinking and adapting to something new isn't easy for everyone. Skype requires a lot of work for big groups to keep in touch, while keeping everyone involved.

On the bright side I got to meet a lot of people that I otherwise wouldn't have. The team was international with people from all around the world. Jumptowork is also about something that I really care for. Having faced the troubles of finding the required internships and other school related job seeking I hope this project does as well as it possibly could. Not only for me and the peoples who have worked on it, but also for everyone else's sake who would be in need of a service like this. There really isn't another service exactly like Jumptowork out there.

There's probably a lot more that could be said here, but overall, I'm thankful for the opportunity and I'm happy I joined the team and got to experience everything I could.

Finally, I want to thank Toumo Suonkoski, the CEO of WorldSome Oy, for taking the initiative and the risk to start working on this project.

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